



The Reward

¶ "Patrician" has become a household word in Richmond and is rapidly winning the patronage of discerning women who have formerly bought unknown, unbranded shoes.

¶ No matter where you go you'll find "Patrician" Shoes on sale. Their world-wide reputation is the reward of establishing the high standard of Footwear Perfection.

¶ "Just-as-good-shoes" cost considerably more than the popular standard "Patrician" prices—prices that are maintained as a result of the enormous "Patrician" distribution.

¶ Their fame has spread through the thorough satisfaction which they give. Their honest construction, their fit and service have won for them a strong place in the affections of thousands of satisfied women, who want an honest shoe at an honest price.

¶ Try a pair and become one of the host of "Patrician" enthusiasts.

Eclipse Ties Gibson Ties
Christy Ties Strap Pumps
Ankle Straps Oxfords

Patrician Prices
\$3.50 & \$4.00

SEYMOUR SYCLE,

11 West Broad Street



To-Morrow will mark the money-saving, shoe-buying event of the week at 11 West Broad Street

Seymour Sycle's Shoe-Shopping Monday

My shoe offerings to-morrow comprise smart, stylish, seasonable shoes in sizes that will suit all that come.

There are some broken sizes but these are mentioned under the head of their respective items.

I propose that my Shoe-Shopping Mondays shall maintain the high standard that has always characterized my business and at the same time prove a medium for popularizing my splendid shoe store.

Therefore, in many cases I am offering shoes at prices that barely cover cost of manufacturing---prices that will compel you to recognize this opportunity to economize without sacrificing quality.

While on your shopping tour to-morrow be sure to include Seymour Sycle's Shoe-Shopping Sale

and come early so as to make first choice of the many special bargains that have been arranged but are not listed in this advertisement.

Ask for the "Surprise Lots."

Bing! Goes Prices on High-Grade Shoes

Ladies' \$4.00 Oxfords, sizes 2, 2½ and 3; price, 98c	Ladies' \$5.00 Gunmetal Ankle Strap Pumps, wing tip; spade arch \$3.55	Misses' \$2.00 Oxfords, 11½, 12, 13 98c
Ladies' \$3.00 Common Sense Oxfords, sizes 2½ and 3; price..... 98c	Ladies' \$5.00 Patent Vici Ankle Strap Pumps, wing tip, spade arch \$3.55	Children's \$2.00 Thin Sole Patent Ties, sizes 8½, 9, 9½, 10, 10½, 11; price..... 98c
Ladies' \$3.00 Vici Oxfords \$1.48	Ladies' \$5.00 Dull and Patent Pumps, with buckle, spade arch, arch cling, fast heels \$3.55	Children's odds and ends Oxfords, sizes 6, 7, 8; \$1.25 grade 68c
Ladies' \$4.00 Oxfords, in tan and black, broken sizes \$2.48	Ladies' \$5.00 Tan Ooze Calf Pumps, wing tip \$3.55	Children's Tan Oxfords, odds and ends, \$1.50 grade; sizes 9, 11, 12, 13 and 1 78c
Ladies' \$4 Bronze Strap Slippers \$1.48	Ladies' \$5.00 White Canvas Pumps, with ankle strap, with calf wing tip, calf collar, spade arch \$3.55	Men's \$5.00 Oxfords, odds and ends, patent vici and plain vici, broken sizes, narrow widths, 5, 5½, 6 and 9; an excellent shoe, well worth the selling price (\$5.00). Shoe-Shopping Day price \$2.48
Ladies' \$5.00 White Canvas Shoes, spade arch, at \$3.98	Misses' \$3.50 Ankle Strap Tan Patent and Dull Pumps, sizes 2½, 3, 3½, 4, 4½, 5; special \$2.48	Men's \$5.00 Oxfords and Pumps, nearly all sizes; a great bargain; Shoe-Shopping Day price \$3.48
Ladies' \$3.50 Welt Two-Hole Ties \$2.48	Misses' \$2.00 Tan Ankle Strap Pumps, all sizes \$1.28	Men's \$5.00 Two-Eyelet Ties \$2.98
Ladies' \$6.00 Tan Calf Oxfords, blind eyelets, spade arch \$3.55		
Ladies' \$6.00 Dull Calf Oxfords, blind eyelets \$3.55		
Ladies' \$5.00 Tan Ankle Strap Pumps, wing tip, spade arch \$3.55		

SEYMOUR SYCLE,

11 WEST BROAD